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From: **Cameron Davies** <daviesyycse@gmail.com>
Date: Mon, Aug 14, 2017 at 1:35 AM
Subject: FW: Week 1 & 2 Comms Draft
To: Shuvaloy Majumdar <shuvaloy.majumdar@gmail.com>

Sent from [Mail](#) for Windows 10

From: [Cameron Davies](#)
Sent: August 13, 2017 12:01 PM
To: [Matt Wolf](#)
Subject: Week 1 & 2 Comms Draft

Please review, thoughts Appreciated.

The Themes I'm pushing for are:

Seeds of Doubt (Aug. 14 – 26)

Consistency (Aug, 23 – Sept, 6)

Trust (Sept, 1 – Sept 13)

*Jeff Drops (although depending when debates are you may have other ideas?)

*By this time we hope Jean has attacked Jeff, lost his cool in a debate or two, gone off script to the media so we can release a series of "Screamin' Jean" sound cloud files in which he is screaming at the EC.

Temperament (Sept. 15 – Oct??)

Rough idea here of where I see this being effective.